

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 1052  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/1052  
Flight Dates 09/28/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 44,750  
PLS CONFIRM ASAP  
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
	3	F	5A-530A	ACTION NWS@5AM	:30	\$450.00	09/28-09/28	1	1	1	\$450.00	
	4	M	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
	5	TU	5A-530A	ACTION NWS@5AM	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
	6	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	7	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
	8	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	9	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	09/30-09/30	1	1	1	\$750.00	
	10	SA	830P-930P	SATURDAY EVENING NEWS	:30	\$1,500.00	09/29-09/29	1	1	1	\$1,500.00	
	11	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
	12	F	11A-12P	ACTN NEWS@11AM	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	

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	13	M	11A-12P	ACTN NEWS@11AM	:30	\$650.00	10/01-10/01	1	1	1	\$650.00	
	14	TU	11A-12P	ACTN NEWS@11AM	:30	\$650.00	10/02-10/02	1	1	1	\$650.00	
	15	F	7A-9A	GD MRN AMR-ABC	:30	\$750.00	09/28-09/28	1	1	1	\$750.00	
	16	M	7A-9A	GD MRN AMR-ABC	:30	\$750.00	10/01-10/01	1	1	1	\$750.00	
	17	TU	7A-9A	GD MRN AMR-ABC	:30	\$750.00	10/02-10/02	1	1	1	\$750.00	
	18	F	6P-630P	ACTION NWS@6PM/ACTION NWS@630	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
	19	M	6P-630P	ACTION NWS@6PM/ACTION NWS@630	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	20	TU	6P-630P	ACTION NWS@6PM/ACTION NWS@630	:30	\$1,000.00	10/02-10/02	1	1	1	\$1,000.00	
	21	F	5P-530P	ACTION NWS@5PM	:30	\$900.00	09/28-09/28	1	1	1	\$900.00	
	22	M	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
	23	TU	5P-530P	ACTION NWS@5PM	:30	\$900.00	10/02-10/02	1	1	1	\$900.00	
	24	TU	8P-9P	LAST MAN STANDING	:30	\$4,500.00	10/02-10/02	1	1	1	\$4,500.00	
	25	F	10A-11A	VIEW-ABC	:30	\$1,000.00	09/28-09/28	1	1	1	\$1,000.00	
	26	M	10A-11A	VIEW-ABC	:30	\$1,000.00	10/01-10/01	1	1	1	\$1,000.00	
	27	TU	10A-11A	VIEW-ABC	:30	\$1,000.00	10/02-10/02	1	1	1	\$1,000.00	
	28	F	4P-5P	JUDGE JUDY	:30	\$650.00	09/28-09/28	1	1	1	\$650.00	
	29	M	4P-5P	JUDGE JUDY	:30	\$650.00	10/01-10/01	1	1	1	\$650.00	

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	30	TU	4P-5P	JUDGE JUDY	:30	\$650.00	10/02-10/02	1	1	1	\$650.00	
	31	F	9A-10A	MORNING BLEND	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
	32	M	9A-10A	MORNING BLEND	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
	33	TU	9A-10A	MORNING BLEND	:30	\$400.00	10/02-10/02	1	1	1	\$400.00	
	34	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,750.00	09/30-09/30	1	1	1	\$1,750.00	
	35	SA	5P-830P	SAT NT FTB-ABC	:30	\$3,500.00	09/29-09/29	2	1	2	\$7,000.00	
	36	F	3P-330P	MILLIONAIRE	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	37	M	3P-330P	MILLIONAIRE	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	38	TU	3P-330P	MILLIONAIRE	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	39	F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	09/28-09/28	1	1	1	\$850.00	
	40	M	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/01-10/01	1	1	1	\$850.00	
	41	TU	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/02-10/02	1	1	1	\$850.00	
	42	F	8P-9P	SHARK TANK	:30	\$2,500.00	09/28-09/28	1	1	1	\$2,500.00	
	44	M	11P-1135P	LATE NEWS	:30	\$1,750.00	10/01-10/01	1	1	1	\$1,750.00	

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Report Totals: 43 / \$44,750.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$24,200.00

Oct 12: 22 / \$20,550.00

Sales Totals: 43 / \$44,750.00

Station Totals: 43 / \$44,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$263,235	KBLR	0%	KLAS	20%	KSNV	42%	KTNV	17%	KTUD	1%
		KVCW	0%	KVMY	2%	KVVU	18%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE